BHHC-I-I-11

FARMING / GARDENING

Jarales Lettuce Farm Produces Bumper Crop

Journal Special

JARALES — Amid much talk of drouth conditions in New Mexico and farmer's hardships, a farming success story has just been completed in Jarales, near Belen. The Matsu brothers, Charles and James, have sold their lettuce crop for record prices.

"Usually the California farmers produce 90 per cent of the market," said Charles Matsu. "But they had bad weather — it rained for 28 straight days — and they couldn't get their lettuce planted. The farmers in California control the price, because they have the volume of lettuce."

Contains 60 Acres

The Matsu farm consists of 60 acres of a variety of Great Lakes lettuce and yields approximately 500 cartons per acre, with 24 heads to a carton.

Lettuce this year is higher than average, according to Valencia County Agricultural Agent Tony Romo. "The price is from $5 to $6 a carton. Low lettuce yields in California and Arizona make the local price rise," said Romo.

The Matsus, Romo said, are among the leading farmers of the Valencia Valley. "They're progressive and they always do well," he added.

Matsu said the crop just completed was planted in March and another planting will be done in July, for October harvesting.

Mid Rio Lettuce

The Matsu brothers' lettuce is marketed under the brand name of Mid Rio Products and will be shipped to several points, including Albuquerque and Chicago. Handling the refrigeration was Southern Cooling Co. of Colombus, S. C.

"The farmers in this area got off to a very late start because of the cold weather, which lasted into May," said Romo. "Now we have just about caught up. The first cutting of hay has been done, and some are on their second cutting."

Other vegetable crops have been slow, Romo said, because of the cold, but conditions are improving in the valley.

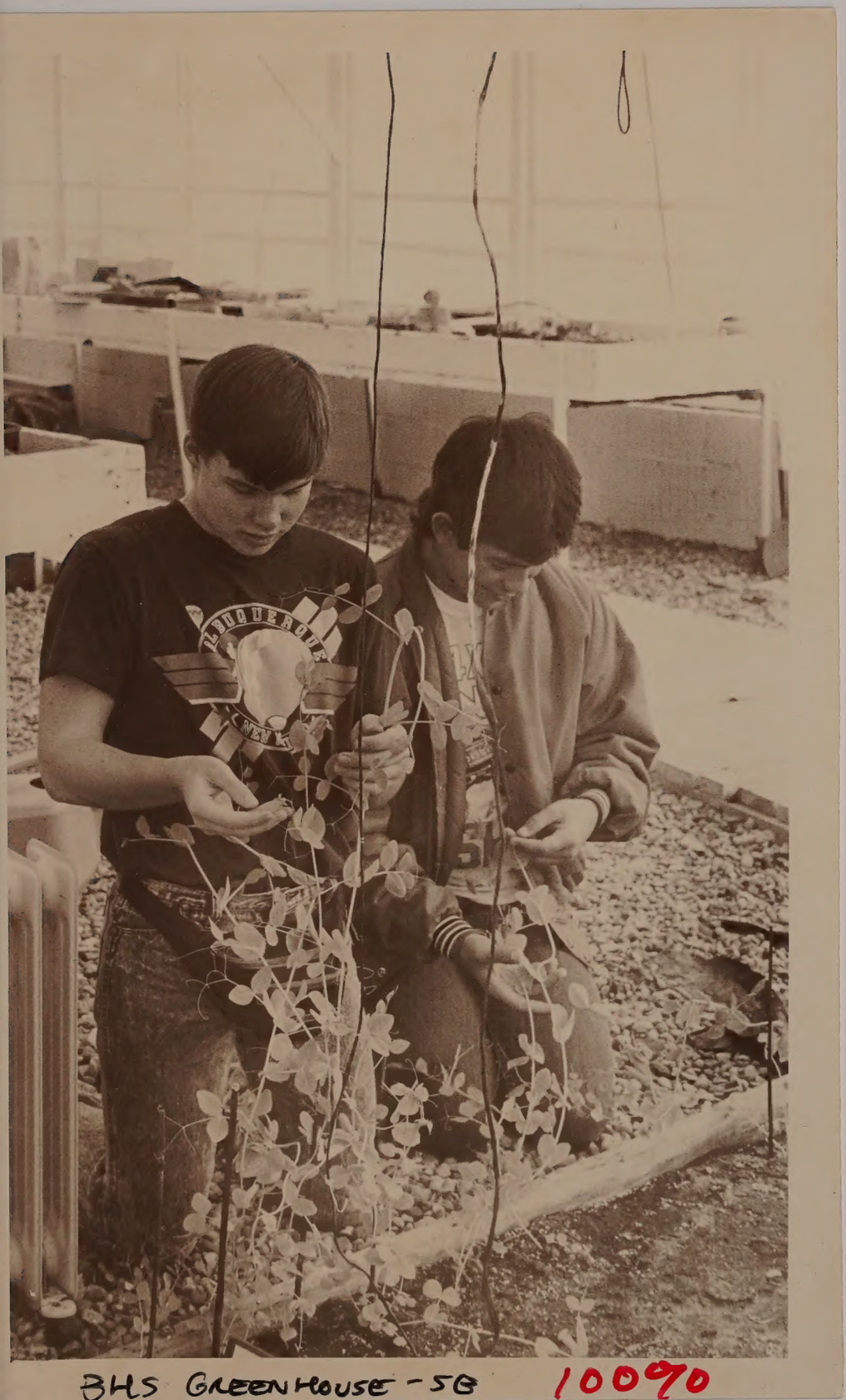
The Matsu brothers said damage to their crop from recent rains was minimal, and harvest of the crop was completed at the end of last week.

LETTUCE FARMER: Charles Matsu cuts a head of lettuce from the bumper crop produced by him and his brother James Matsu this year. The Matsu brothers have 60 acres of lettuce which they expect will bring a high price, due to failure of the California lettuce crop.

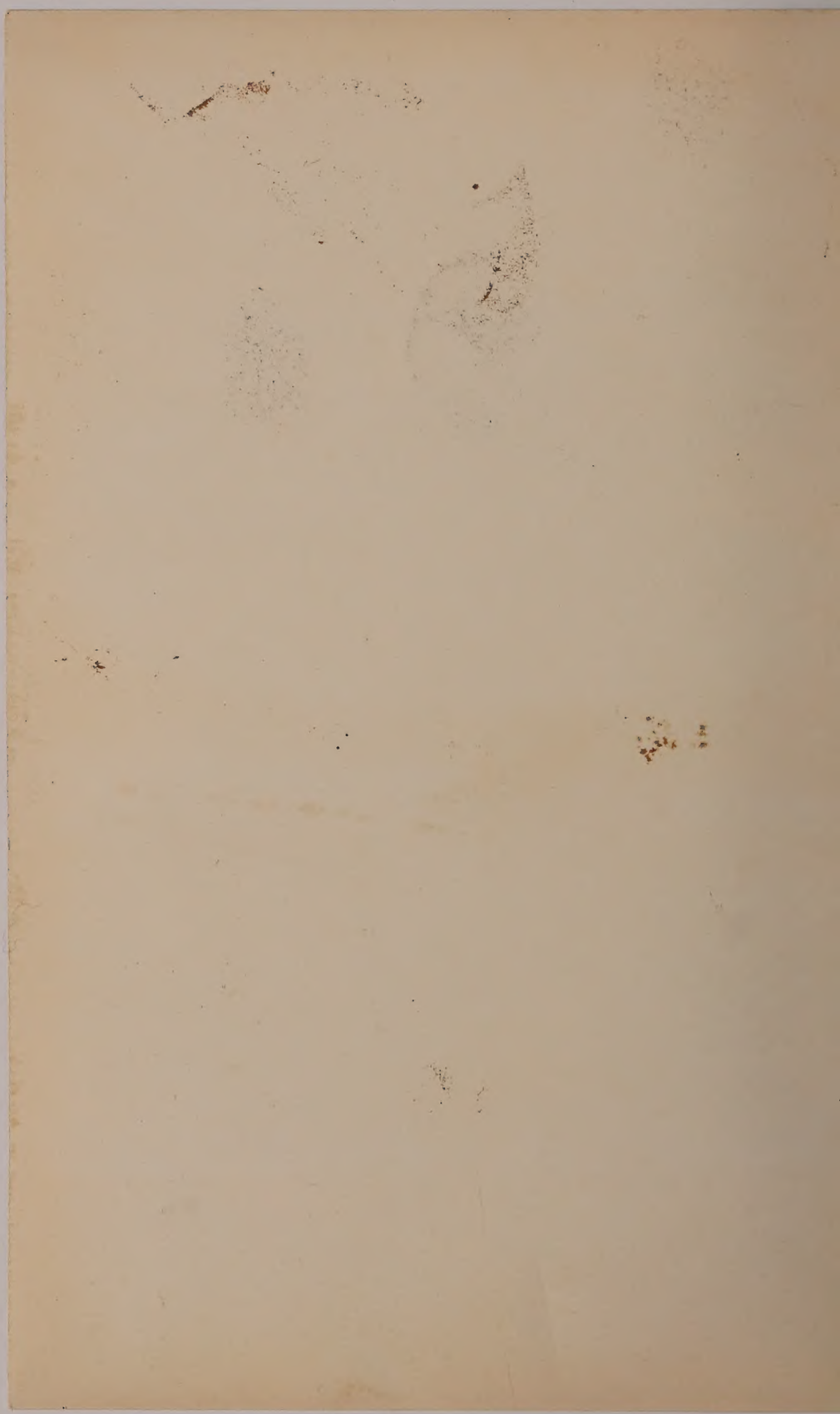
ALBUQUERQUE JOURNAL
SUNDAY
June 25, 1967
Page D-12

BHC-Z-Z-11
Farming / Gardening

Item 1-1-11-1

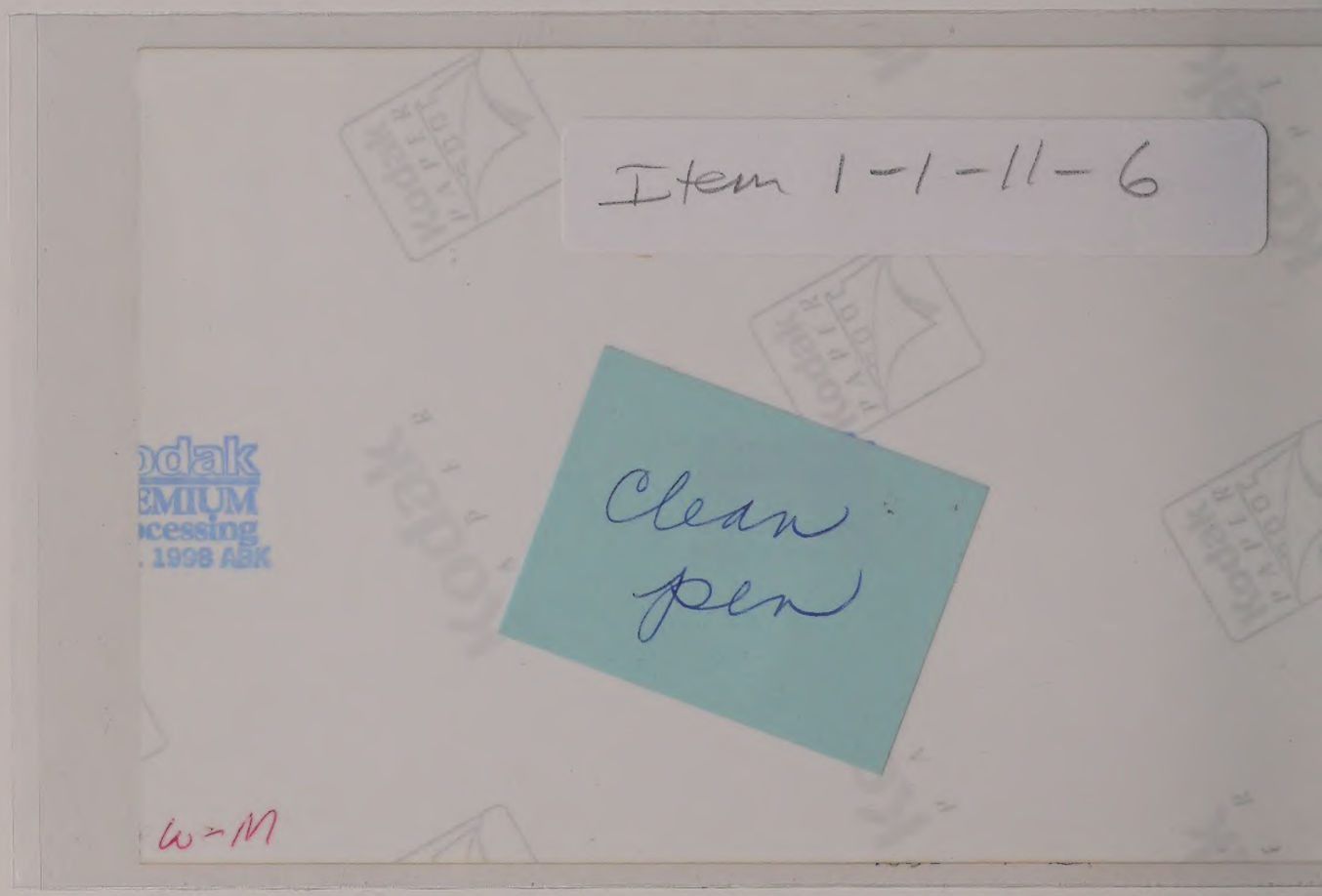


BHS GREENHOUSE - SG 10070



6.26.88

TOP GUN


Item 1-1-11-6
Clean pen
odak
EMIUM
cessing
. 1998 ABK
W-M

Item 1-1-11-4

Item 1-1-11-5

LOUSWEST
HOMECHORES
LOUSWEST
HOMECHORES

Item 1-1-11-8

1-27-88

Item 1-1-11-7

8-3-88

BHHC-I-I-N

FARMING / GARDENING